



Town of Brookline

Massachusetts

Planning Board

Town Hall, 3rd Floor
333 Washington Street
Brookline, MA 02445
(617) 730-2130 Fax (617) 730-2442

Linda K. Hamlin, Chairman
Steven A. Heikin, Clerk
Robert Cook
Sergio Modigliani
Jonathan Simpson
Mark J. Zarrillo

BROOKLINE PLANNING BOARD MEETING MINUTES

Room 111, 1st Floor, Brookline Town Hall

February 18, 2014 – 8:15 a.m.

Board Present: Linda Hamlin, Steven Heikin, Robert Cook, Sergio Modigliani and Mark Zarrillo

Staff Present: Andy Martineau

Linda Hamlin called the meeting to order.

SIGN & FAÇADE REVIEW

277 Harvard Street – Revised plans to replace façade sign for Starbucks. Pct. 8

Andy Martineau described the proposal to replace existing channel letters with internally illuminated halo lit channel letters. Andy stated that the applicant had previously shown plans for white halo lit letters, which the Board did not approve. The applicant is appearing again before the Board for approval of either gold or darker brown halo lit letters. The Board stated that they prefer the gold letter option as it is similar to the existing sign and is more subtle than white or dark brown.

Mark Zarrillo asked if the applicant considered the Board's request to expose the transom windows that are currently blocked by paneling. Starbucks representative Jay Ash stated that the transom windows were not included in the scope of the overall store renovation, but that he would look into removing the panels to see if there are windows behind them. Jay stated that he would not be able to install new windows at this time, if the old windows have been removed. He also stated that the windows would not be functional because the drop ceiling inside would block the light. The Board stated that exposed blind windows would still be preferred to windows that are totally obscured by paneling.

Andy Martineau stated that the Board should structure the conditions to allow for a slightly smaller sign than what is being reviewed today in order to accommodate the exposed transom

windows should they be exposed. The current sign band appears to extend above the bottom of the windows.

Linda Hamlin ***motioned to approve.***
Mark Zarrillo ***seconded*** the motion.

After discussion, the Board (5-0) unanimously

VOTED: to approve the plans by Back Bay Sign, dated 7/30/14, subject the following the conditions:

1. Prior to the issuance of a building permit, the applicant shall submit final plans showing the preferred gold letters indicating all letter heights and dimensions subject to the review and approval of the Assistant Director or Regulatory Planning.
2. Prior to the issuance of a building permit, the applicant shall investigate whether or not the existing transom windows can be exposed by removing the paneling and inform the Assistant Director of Regulatory Planning of the results of the investigation. Additionally, any damage to the building as a result of removing the existing channel letters shall be patched and repaired.
3. Any future window and door signage is subject to the review and approval of the Assistant Director of Regulatory Planning.

25 Washington Street – Reface manual freestanding price sign with LED price sign and install LED pump topper price signs. Pct. 4

Andy Martineau described the proposal for Cumberland Farms to reface an existing free standing manual price sign and manual pump topper signs with LED price signs. The sign maker Carolyn Parker also showed plans to reface an additional free standing manual price sign with a two sided LED price sign cantilevered from an existing sign pole.

Andy stated that the additional LED price sign was not initially part of the applicant's proposal, however, staff recommended making all price signs consistent.

Carolyn stated that Cumberland farms is in the process of replacing all Gulf signage, but is not prepared to submit a proposal for any additional changes at the moment.

Linda Hamlin stated that the Board is concerned about the timing of replacing signs, especially the number of existing illegal signs.

Carolyn stated that she will speak with Cumberland Farms about removing illegal signs.

Carolyn explained that the price topper signs will change prices every eight seconds. Carolyn also showed a brief video demonstrating the sign changing. The Board asked if a changing price sign is allowed under the zoning by-law. Andy stated that moving signs are typically not allowed.

The Board stated that the changing signs are very subtle and not what are traditionally considered an animated or moving sign.

Steve Heikin asked about the light intensity emitted from the free standing signs. Carolyn stated that the signs can be dimmed accordingly.

The Board asked several questions about the size of the LED numbers as well as the method of securing the LED panels to the sign pole.

Carolyn stated that the surface area is the same, but the numbers appear larger because they are only displaying one price. Carolyn also stated that the panels for the second free standing price sign will need to be cantilevered from the bottom in order to make sure they are structurally secure to the sign post. They can make the LED panels for both free standing signs the same size, which will reduce the size of the numbers on the second free standing sign.

Linda Hamlin *motioned to approve*.
Bob Cook *seconded* the motion.

After discussion, the Board (5-0) unanimously

VOTED: to approve the plans submitted by Carolyn Parker Consulting dated January 15, 2015 subject to the following condition:

1. Prior to the issuance of a building permit, the applicant shall submit final plans, subject to the review and approval of the Assistant Director of Regulatory Planning.
2. Prior to the issuance of a building permit, the applicant shall remove all unapproved signs and any new or replacement signage is subject to the review and approval of the Assistant Director of Regulatory Planning.

264 Washington Street – Replace façade sign, window/door signs and overlay signs for Rockland Trust. Pct. 6

Andy Martineau described the proposal to replace several existing signs for Rockland Trust.

The Board asked several questions about the size and location of the façade sign letters and fonts.

The sign maker Heather Hopkins Dudko stated that the sign is similar to the other Rockland Trust location in Brookline, except this one says “Banking.” The Board asked about the vinyl overlay signs and whether or not having two of them is necessary. Heather stated that both overlays cover old service windows for the purposes of safety and security.

Linda Hamlin stated that there seemed to be a lot of signage on the building, but that the pedestrian scale and location of the building may necessitate what is being proposed. Additionally, having an actual sign in place of the overlays is preferable to a blank space.

Linda Hamlin ***motioned to approve.***
Bob Cook ***seconded*** the motion.

After discussion, the Board (5-0) unanimously

VOTED: to approve the plans dated 12/15/14, by Philadelphia Sign, subject to the following conditions:

1. Prior to the issuance of a Building Permit, the applicant shall submit final plans, subject to the review of the Assistant Director for Regulatory Planning.
2. Prior to the issuance of a Building Permit, any damage to the façade from the removal of existing signage shall be patched and repaired.

750 Commonwealth Ave – Install two LED monitors in windows for BU College of Engineering. Pct. 1

Andy Martineau described the proposal for Boston University College of Engineering to install two LED monitors showing a variety of educational content. Andy stated that the Board previously approved the placement of the monitors subject to a review of the content to be shown.

BU Director of Government Affairs Meredith Mooney explained that the impetus for the LED monitors is the 50th anniversary of the College of Engineering, but that the school would like to have the monitors up permanently to show educational and research focused content.

The Board viewed a video sample of the proposed content and also discussed the extent to which they have jurisdiction over monitors, signs etc. that are not adhered to a window or building façade.

Andy stated that subject matter and materials not affixed to the building or windows are a bit of a grey area and that the by-law does not expressly define the issue with respect to setbacks for signage not affixed to the building doors or windows. Additionally, staff is seeing more cases where this issue comes up.

Mark stated that anything visible to from the windows or doors could be considered a sign. The Board stated that staff and town counsel should look into the matter for further clarification.

The Board discussed the extent to which the proposed LED monitors are considered illegal moving or animated signs and how much authority they have to regulate the content. Mark stated that the signs are not advertising a sale or service. Meredith stated that the intention of the signs is to show educational and research oriented content for the college of engineering only as opposed to an event schedule or advertisement for an upcoming sporting event. Additionally, the BU Marketing Department closely regulates content for all signs and monitors on campus.

The Board suggested approving the proposed content and permanent installation of the monitors subject to any change in content being reviewed and approved by the Assistant Director of Regulatory Planning.

Linda Hamlin ***motioned to approve.***
Bob Cook ***seconded*** the motion.

After discussion, the Board (5-0) unanimously

VOTED: to approve the plans by Boston University to install two LED monitors for the purposes of showing content emphasizing College of Engineering research and education subject to the following condition.

1. Prior to displaying any new content, Boston University shall submit proposed new content for review and approval by the Assistant Director of Regulatory Planning.

MINUTES

Linda motioned to approve the minutes as amended from January 14, 2015.
Bob ***seconded*** the motion.

Voted 5-0.

MEETING ADJOURNED.

Materials Reviewed During Meeting

Staff Reports
Plans and Design
Photo Simulation
Content and Display Videos